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SITO Introduces Location Verified Audiences™

Marketers Can Now Upload Location Verified Audience Segment Data for Social Media Campaigns Based on Real-World Interests and Visitation Behaviors

JERSEY CITY, N.J., Sept. 10, 2018 (GLOBE NEWSWIRE) -- **SITO Mobile Ltd.** (NASDAQ:SITO), an insights-driven Consumer Behavior and Location Sciences™ company, announced today the introduction of Location Verified Audiences,™ enabling marketers to readily leverage SITO's location data-based consumer segments for use in social media campaigns.

SITO's Location Verified Audiences™ are built around real-world visitation activities at the individual consumer level. By bringing together the physical and digital worlds, Location Verified Audiences™ provide a comprehensive view into audience interests as they move through the consumer journey. Marketers and their agencies can upload Location Verified Audience™ segments directly into marketing platforms to serve targeted messages to customers based on real-world interests and visitation behaviors.

"SITO is dedicated to providing cutting edge location data solutions that are easy to implement, highly effective and privacy compliant," said SITO CEO Tom Pallack. "With social media platforms playing an increasingly central role in paid media plans, SITO's Verified Location Audiences™ further positions us to be a valuable partner to marketers and agencies alike."

SITO Location Verified Audiences™ offers:

Social Activation: Upload Location Verified Audience™ segments directly into any social platform and serve targeted ads to customers based on real-world interests and visitation behaviors.

Omni-Channel: Ingesting Location Verified Audiences™ enables buyers to reach consumers across all distribution channels—desktop, mobile, tablet, OTT, and DOOH.

Flexibility: With one simple upload, SITO's Location Verified Audiences™ puts control and transparency in the hands of the media buyer using existing self-service platforms.

About SITO Mobile, Ltd.

SITO is a leading mobile data technology company that provides brands customized, data-driven solutions spanning strategic insights and media campaign delivery services.

Through Consumer Behavior and Location Sciences™, SITO explores the consumer journey and presents powerful strategic knowledge assets and actionable insights for executives and strategic decision makers looking to understand and influence consumer behaviors.

Brands and agencies rely on SITO as a strategic partner for real-time understandings of customer movements, interests, actions, associations, and experiences, ultimately providing increased clarity for better business decisions. The Company is headquartered in Jersey City, New Jersey and its common stock is publicly traded on the NASDAQ Stock Market under the ticker symbol "SITO." For more information regarding SITO's science, technology and solutions spanning media and research, please visit www.sitomobile.com.

Cautionary Statement Regarding Certain Forward-Looking Information

This press release contains forward-looking statements. These statements are based on our management's beliefs and assumptions and on information currently available to our management. Forward-looking statements include statements concerning the following: SITO's plans and initiatives; our possible or assumed future results of operations; our ability to attract and retain customers; our ability to sell additional products and services to customers; our competitive position; our ability to recruit additional, highly-qualified candidates to our Board, our industry environment; and our potential growth opportunities. You should not place undue reliance on forward-looking statements, because they involve known and unknown risks, uncertainties and other factors, which are, in some cases, beyond our control and which could materially affect results. Factors that may cause actual results to differ materially from current expectations include, among other things, those listed under "Risk Factors" in our Annual Report on Form 10-K, for the year ended December 31, 2017, our Quarterly Report on Form 10-Q for the quarter ended September 30, 2017, and the reports we file with the SEC. Actual events or results may vary significantly from those implied or projected by the forward-looking statements due to these risk factors. No forward-looking statement is a guarantee of future performance. You should read our Annual Report on Form 10-K, our Quarterly Report on Form 10-Q and the documents that we reference in our Annual Report on Form 10-K, our Quarterly Report on Form 10-Q and have filed as exhibits thereto with the Securities and Exchange Commission, or the SEC, with the understanding that our actual future results and circumstances may be materially different from what we expect. Forward-looking statements are made based on management's beliefs, estimates and opinions on the date the statements are made and we undertake no obligation to update forward-looking statements if these beliefs, estimates and opinions or other circumstances should change, except as may be required by applicable law. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, levels of activity, performance or achievements.

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